

AUDIO DEVELOP  
IN LIVE SERVI

ASSEMBLY  
THINKING

AUDIO DEVELOPMENT  
IN LIVE SERVICE:

WHAT WAS I  
THINKING?



AUDIO DEVELOPMENT  
IN LIVE SERVICE:

HOW TO FAIL  
REPEATEDLY

AUDIO DEVELOPMENT  
IN LIVE SERVICE:

LOSING THE  
WILL TO LIVE



AUDIO DEVELOPMENT  
IN LIVE SERVICE:

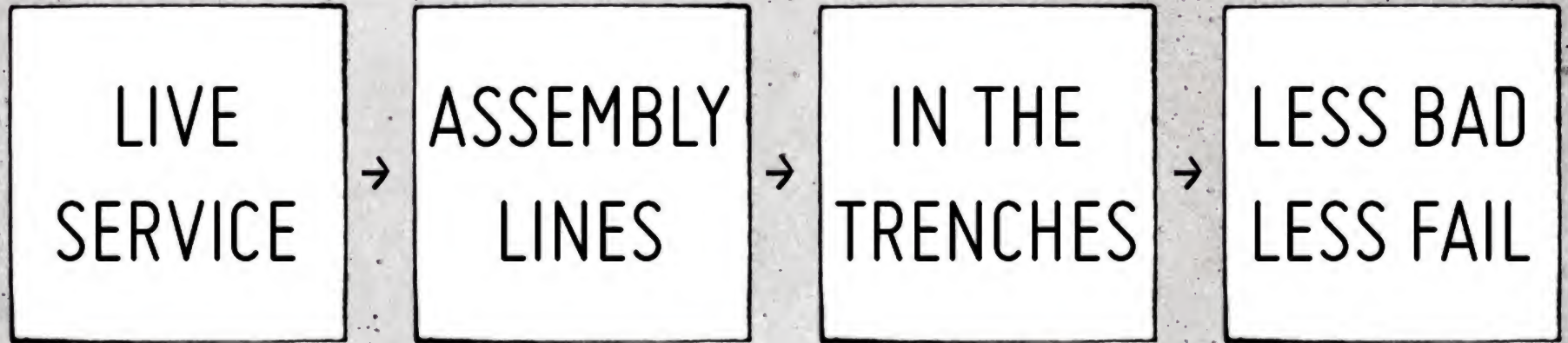
PLEASE HELP  
ME BEFORE I DIE

AUDIO DEVELOPMENT  
IN LIVE SERVICE:

BROKEN ESCALATORS  
ARE STAIRS



# ASSEMBLY LINE #1: THIS TALK



AUDIO DEVELOPMENT  
IN LIVE SERVICE:

ETERNITY IS A  
VERY LONG TIME



# LIVE SERVICE GAMES

PET  
SOCIETY

THE SIMS  
SOCIAL

THE SIMS  
SOCIAL  
CHINA

SIMCITY  
SOCIAL

JETSET  
SECRETS

# ALL OF THE THINGS

PET  
SOCIETY

THE SIMS  
SOCIAL

THE SIMS  
SOCIAL  
CHINA

SIMCITY  
SOCIAL

JETSET  
SECRETS

NEW  
PROJECT

NEW  
PROJECT

NEW  
PROJECT

NEW  
PROJECT



IN THE BEGINNING



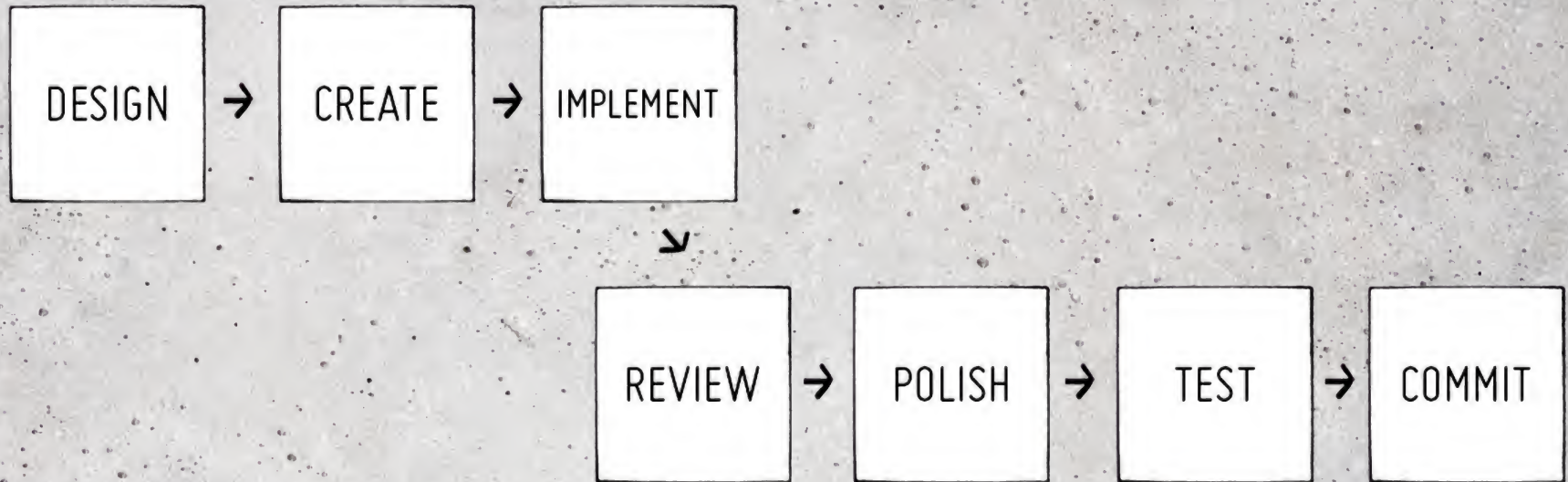
THE SIMS  
SOCIAL

AUDIO DEVELOPMENT  
IN LIVE SERVICE:

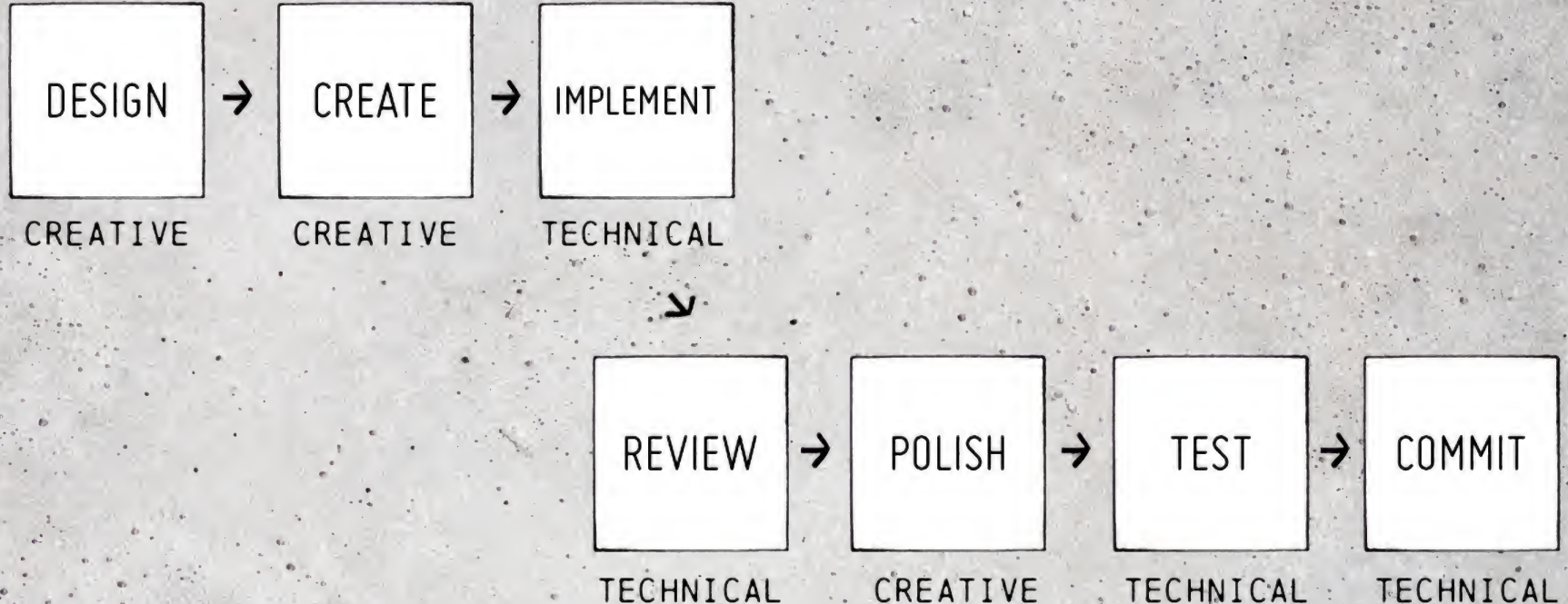
NO HEAVY LIFTING



# ASSEMBLY LINE #2: AUDIO DEVELOPMENT



# WHAT AM I REALLY DOING?





AUDIO DEVELOPMENT  
IN LIVE SERVICE:

LATHER, RINSE,  
REPEAT.

# ONE BECOMES THREE

THE SIMS  
SOCIAL

LIVE SERVICE  
WEEKLY. UPDATES

THE SIMS  
SOCIAL  
CHINA

LIVE SERVICE  
MONTHLY. UPDATES

SIMCITY  
SOCIAL

LIVE SERVICE  
WEEKLY. UPDATES

JETSET  
SECRETS

DEVELOPMENT



# AND, FAIL.

THE SIMS  
SOCIAL

LIVE SERVICE  
WEEKLY UPDATES

THE SIMS  
SOCIAL  
CHINA

LIVE SERVICE  
MONTHLY UPDATES

SIMCITY  
SOCIAL

TOO MANY THINGS

DESIGN



CREATE



IMPLEMENT



REVIEW



POLISH



TEST



COMMIT

AUDIO DEVELOPMENT  
IN LIVE SERVICE:

ALWAYS DO  
WHATEVER IS NEXT



# THE AUDIO PROJECT



# THE AUDIO PROJECT



**AUDIO**

STANDUPS

WORK ESTIMATES

1 WEEK SPRINTS

SPRINT PLANNING

VISIBLE SCRUM WALL

DOCUMENTATION



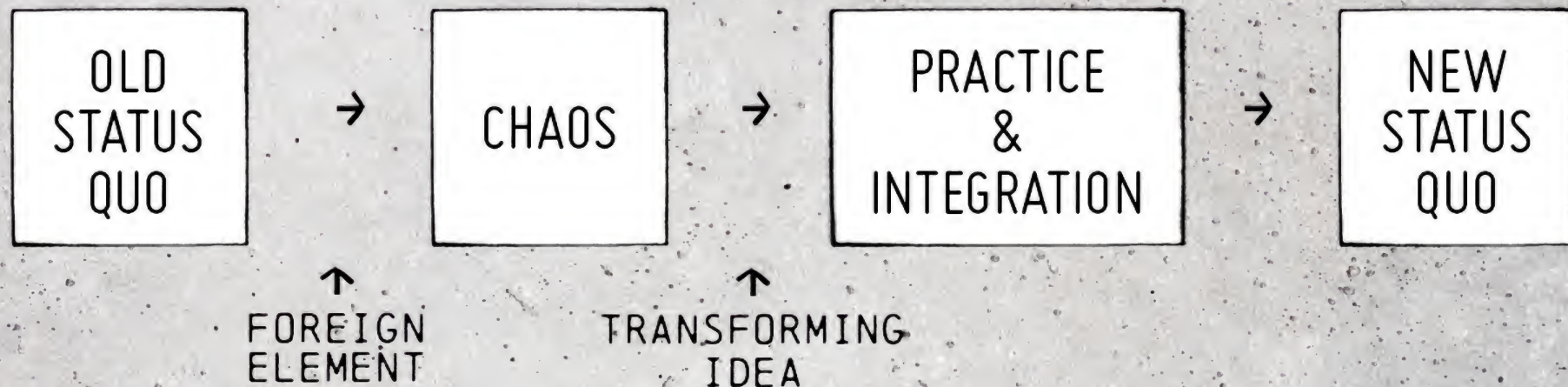
# HOW WE THINK CHANGE WORKS

OLD  
STATUS  
QUO

→ A BETTER WAY →

NEW  
STATUS  
QUO

# HOW CHANGE ACTUALLY WORKS





AUDIO DEVELOPMENT  
IN LIVE SERVICE:

BEGIN AT  
THE END

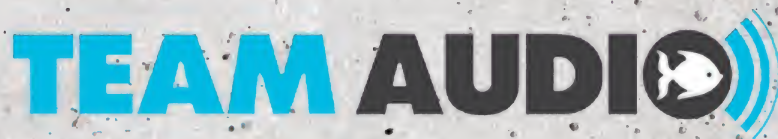
AUDIO DEVELOPMENT  
IN LIVE SERVICE:

IN THE PUB BY  
1830



THANK YOU FOR LISTENING

MOJEN@PLAYFISH.COM



CREDITS:

- HIP BACKGROUND IMAGE WHICH IS JUST A PICTURE OF SOME CONCRETE - ISTOCKPHOTO.COM
- TRENDY AND UNCONVENTIONAL PRESENTATION FONTS - FONTSRING.COM
- JOKES THAT WERE FUNNY - WOODY ALLEN, GEORGE CARLIN AND MITCH HEDBERG (THANKS, GUYS)
- JOKES THAT MAY NOT HAVE BEEN FUNNY - MOJEN